

*By relaxing or eliminating these restrictions, the FCC will thereby make it more likely that the resources will be found to deploy the national information infrastructure, and will strengthen that network and the resulting services by ensuring that a wide array of PCS visions -- **rural as well as urban** -- are applied to delivering advanced wireless services throughout the nation.*

Thus the public will benefit from such companies' knowledge and the efficiencies of their networks, and the FCC will foster innovation and competition in wireless services.

Stamp + Return

APR 25 '94
FEDERAL COMMUNICATIONS COMMISSION
SECRETARY



Building The
Wireless Future.

CTIA

Cellular
Telecommunications
Industry Association
1250 Connecticut
Avenue, N.W.
Suite 200
Washington, D.C. 20036
202-785-0081 Telephone
202-785-0721 Fax
202-736-3256 Direct Dial

Randall S. Coleman
Vice President for
Regulatory Policy

April 25, 1994

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
1919 M Street, N.W. Room 222
Washington, D.C. 20554

Re: Ex Parte Filing
GEN Docket No. 90-314
Personal Communications Services

Dear Mr. Caton:

On Friday, April 22, 1994, the Cellular Telecommunications Industry Association (CTIA), represented by Thomas E. Wheeler and Randall S. Coleman of CTIA, and Philip L. Verveer of Willkie, Farr & Gallagher, met with the Commission's PCS Task Force to discuss issues related to cellular carrier eligibility for personal communications services spectrum. Attending on behalf of the Task Force were Ralph Haller, Julia Kogan, Greg Rosston, Donald Gips, Robert Pepper, Rodney Small, Renee Licht, and Richard Engleman. The views expressed in this meeting, as summarized in the attached presentation materials, reflect CTIA's position as previously filed in this docket.

Pursuant to Section 1.1206(a)(1) of the Commission's Rules, an original and one copy of this letter and the attachment are being filed with your office.

If you have any questions concerning this submission, please contact the undersigned.

Sincerely,


Randall S. Coleman

Attachment

**COMPETITION TODAY
IN THE ILLINOIS MARKET**

**CELLULAR
TELECOMMUNICATIONS
INDUSTRY ASSOCIATION**

APRIL 21, 1994

FREE AIR TIME

An independent engineering study compared Ameritech's current system with Cellular One's digital on the major interstates and downtown and concluded that Ameritech delivered better calling quality by a 3 to 1 margin.* With up to 2500 free minutes, up to 23% savings every day, and better calling quality ...

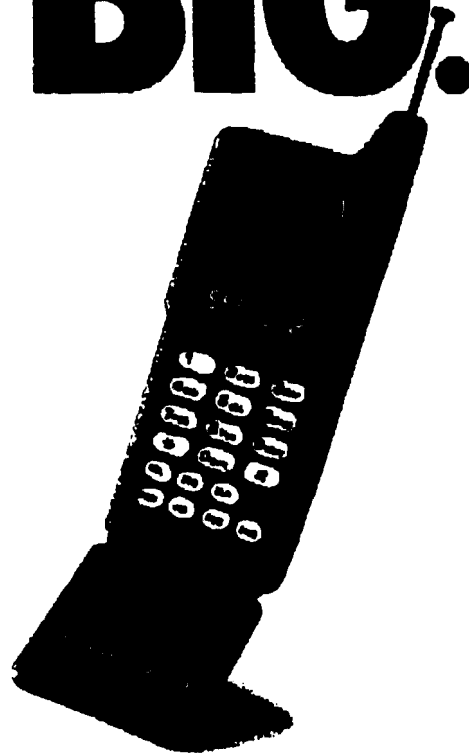
Ameritech

YOUR LINK TO A BETTER LIFE.

[illegible][illegible]

1-800-N

**SWITCH TO
AMERITECH
AND SAVE
BIG.**



Visit your Ameritech cellular dealer to find out about free activation and a great phone deal.
or call 1-800-MOBILE-1 for the dealer nearest you.

Ameritech

HURRY!

Contents estimated on estimated Thai Baht. Offer made upon. Arrangement made. Offer made only in Chinese currency area. © 1988 Associated

AVAIL
YOUR ANSWER

[illegible]

1-800-MOBILE-1

FREE HANDSET

AVAILABLE ONLY AT
YOUR AMERITECH DEALER



Free!
Motorola Portable with
3-year Time Park 20
ACT151

Free!
Materials Pin Phone with
1-year Time Peak 150
ACORN

Sign up with Ameritech Now, and depending on the service line you choose, you can get your choice of a free cellular phone. For instance, sign up for two years on *Flex-Talk 50* and you qualify for a free Motorola Traveler phone or a Motorola portable. Choose *Time-Talk 120* for 2 years and you can get a free Motorola flip phone. Or choose big money on any cellular equivalent. Including business line, wireless, travel kit and more. If you want to sign up for Ameritech service and already have a phone, you can use your *Flex-Talk* for phone transfers, call transfers, or service discounts. Best of all, you can still call and watch equipment problems and service promises to tie together a custom cellular package that's just right for your needs. And it all comes with the crystal clear calling quality you've come to expect only from Ameritech.

Visit your Acura dealer today to find out how to rent and start your own deal, or call 1-800-888-2253-1 for the dealer nearest you.

1972 FEB 21
JANUARY 21
1972

*Numbers appearing on colored Tag Sheet. A few extra may appear. Month-Date code: 11/04 and date in Month. © 1994 American

[illegible]

See your Accountant whether we're doing better. Or call
1-800-MOBILE-1

R. Gillette, L. Rudman, S. Vering, J. Ellou, P. Madden, Y. Sripas
DIANE NEEDHAM CHICAGO INC.
AMCC26877JF-B4 F46971
"Super Cellular Savings"
AMERITECH CELLULAR - Chicago
9 3/4" x 12 1/4", b/w, non-bleed, 45 k screen.
Publication: Talking To The Boss On Page Business Ledger
(Reserve Techline Licensing)

QUALITY

Choose Ameritech and get
up to 2,500 bonus minutes.

Ameritech

*Lead only on the very customer contact number. Customers may call the toll-free number. © 1994 American

[illegible]

See your American cellular service dealer today. Or call
1-800-MOBILE-1

Choose Detroit's **clearest** cellular reception.



The other guys



Ameritech

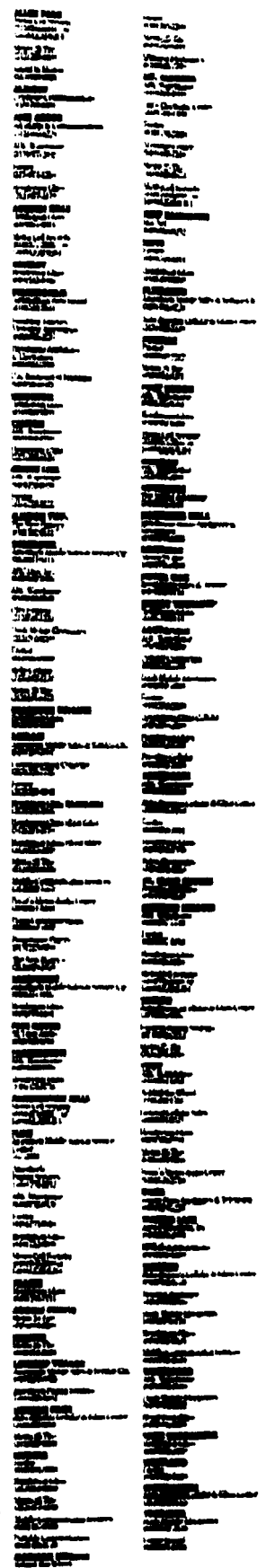
Now get up to **2,500 free minutes.**

Once again, Ameritech clearly comes through with the best call quality and the best deal going. A recent independent study proved that Ameritech gives you significantly quieter calls than Cellular One in Detroit. That means, when you put the receiver to your ear, there's less static and background noise. And now there's no better time to go with Ameritech. Sign up today and you'll get up to 2,500 minutes absolutely free.* That's a savings of up to \$425 for the clearest, quietest cellular service in town. So call Ameritech today!

Ameritech

Call **1-800-MOBILE-1** today

*Limited coverage. Restrictions apply. Offer valid in Michigan only, through March 31, 1994. © 1994 Ameritech



For your nearest cellular service center, call
1-800-MOBILE-1

ROAMING RATES

[illegible]

***Price shown does not include Cellular One's* automatic monthly fee of \$2.00 when you roam.**

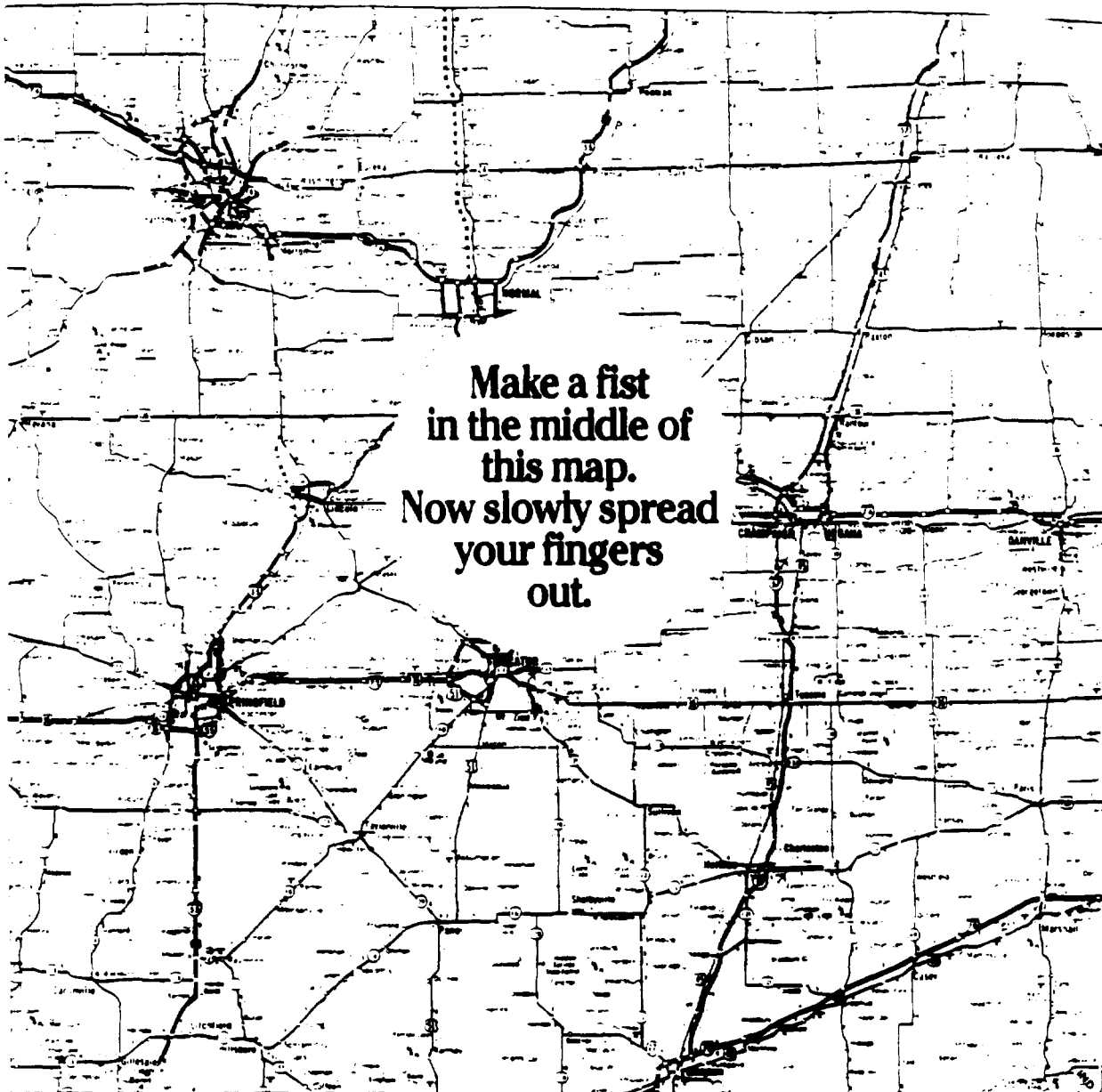
Introducing Roam Ameritech.

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12 MICHIGAN MONITORING CHICAGO
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Writech Mobile Communications
4000 Ameritech/Still Confused?
Chicago Sun Times 3/14 Issue
col X 14" B/W

COVERAGE



**Make a fist
in the middle of
this map.
Now slowly spread
your fingers
out.**

Thank you for demonstrating Ameritech Mobile's
expanding coverage in Central Illinois.

(And remember, you receive affordable home rates with no daily access fee
no matter where you travel in our Central Illinois region.)

Call 1-800-MOBILE-1 or the Ameritech Mobile Authorized Dealer near you:

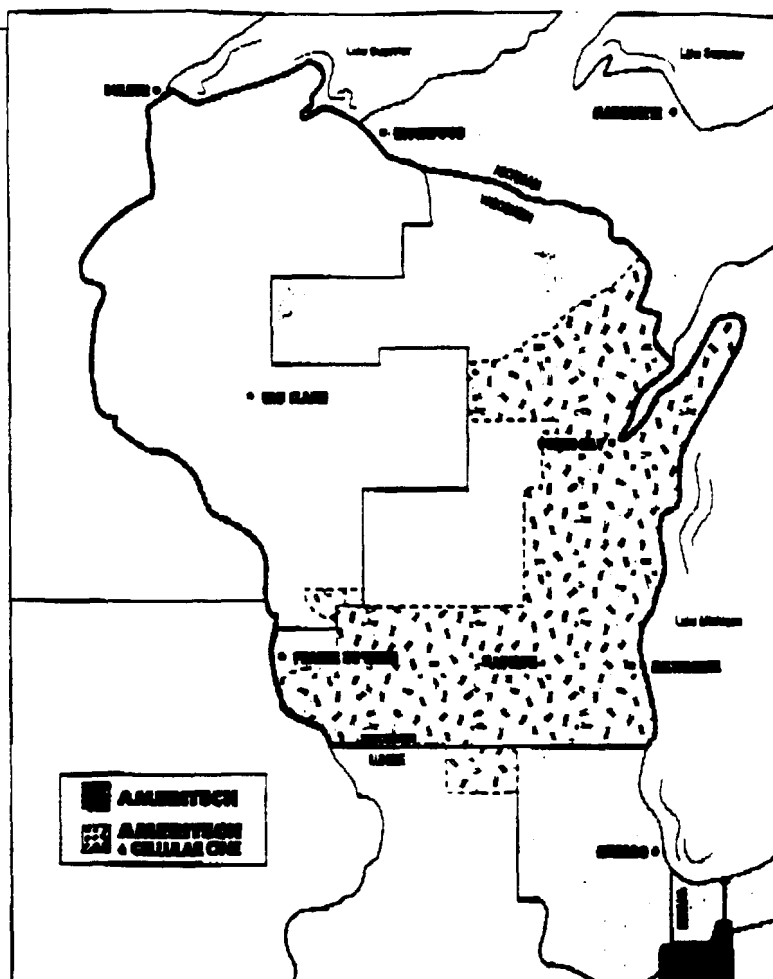
Consolidated Communications
General Offices
800-637-5328

Consolidated Communications
Charleston
638 W. Lincoln
217-345-9300

Consolidated Communications
Mattoon
Cross County Mall
217-235-9300

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 **MOBILE
COMMUNICATIONS**



Nobody covers you better than Ameritech Cellular.

From Paris De China to Dear County. The Upper Peninsula to Chicago. Only Ameritech offers you continuous, uninterrupted cellular coverage all along the way. You can see Cellular One can't match that. Ameritech's CellFax system automatically pagers your cell during your entire journey. So you won't lose your cell and have to call back. This extensive Ameritech system also ensures that any incoming calls can find you.

Sign up with Ameritech now and you can get two months free access or \$140 off the cellular phone of your choice.* Get all the coverage you need and the great deals you want — sign up with Ameritech cellular today. Call 1-800-888-5555-1.

Ameritech

Act Now For Special Savings!

AMERITECH CELLULAR - COUPON EXPIRES 5/30/93

**2 Months
Free
Access***



\$140 Off
The Cellular Phone
Of Your Choice*

*Covered "Buy One" means limited. All states, with some restrictions.

AVAILABLE ONLY AT
YOUR AMERITECH DEALER.

AMERITECH
Ameritech Cellular Center
100 W. Madison Street
CHICAGO, IL 60601

City One, Inc.
1225 North LaSalle
CHICAGO, IL 60610

Cellular Corporation of America
4000 Chicago Road
CHICAGO, IL 60631

Omni Industrial Communications
4000 Chicago Road
CHICAGO, IL 60631

General Communications
2100 North LaSalle
CHICAGO, IL 60610

Great Northwest
1001 N. LaSalle St.
CHICAGO, IL 60610

Mobile America, Inc. (East)
1001 N. LaSalle St.
CHICAGO, IL 60610

Mobile America, Inc. (West)
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CHICAGO, IL 60610

Mobile America, Inc.
1001 N. LaSalle St.
CHICAGO, IL 60610

Mobile America, Inc.
1001 N. LaSalle St.
CHICAGO, IL 60610

Pyramid Telecommunications
1001 N. LaSalle St.
CHICAGO, IL 60610

The Radio Group
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Telecommunications
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CHICAGO, IL 60610

For more information, call 1-800-888-5555-1 or
1-800-MOBILE-1

R. O'Brien, D. Sampell, M. Eastman, J. Elise, P. Madden, Y. Saitou

1001 N. LaSalle St. CHICAGO, IL 60610

AMERITECH CELLULAR

"Nobody covers you better..."

AMERITECH CELLULAR - Madison

400 N. 1st St., 1st floor, Madison, WI 53703

Publications: Madison Capital Times-Journal

Postage: Regular, Journalism Category

(Chicago Tribune Imaging)



RATE COMPETITION

[illegible]

It's the price
of the cellular
service.

1-800-MOBILE-1

Amertech Mobile Communications
PhoneSaver - ChimeFlow - 5 cm X 15 3/4" K + Bk

Here's what you get in a \$24.95 cellular service plan.

More *or* less.

AMERITECH	CELLULAR ONE
Basic Monthly Access	Basic Monthly Access
15 Free minutes per month	
Free activation (\$35 value)	
Locked-in calling rates	
Free emergency loaner phone	
Stolen equipment replacement program	
Free phone repair	

The best way to determine who gives you the best value in cellular service is to compare plans. So let's compare.

What does a \$24.95 plan from Cellular One get you? Well, we're not sure what it gets you apart from a monthly

bill. With Ameritech, however, \$24.95 entitles you to 15 free airtime minutes, plus you automatically get the benefits of the Ameritech MVP ProgramSM, like free activation, free phone repair and more. Sign up for cellular service from Ameritech

before April 30, and receive an additional \$150 airtime credit.

So if you want the best value in cellular service, compare what Ameritech and Cellular One offer. You'll discover there is no comparison.

AMERITECHSM
Your Link To A Better LifeSM

Annual savings is based on published rates as of 1/1/93. Ameritech costs reflect a discount for two-year minimum term commitment. There is a \$150 penalty for early disconnection. One-year service commitment required for Ameritech MVP ProgramSM. Cellular One costs reflect a .02/min. interconnect fee for every minute used. Other restrictions may apply. ©1993 Ameritech, Inc. All rights reserved. Cellular One is a registered service mark of the Cellular One Group.

BLOOMINGTON/ NORMAL

Central States
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309/663-2532 *****

Hill Radio
2503 G.E. Road
309/663-2141 *****

Mobile Audio
1404 Kurt Drive
309/454-1515

El Paso
Gemcell Inc.
48 W. First Street
309/527-4100

Gridley
Gridley Cellular
108 E. Third Street
309/747-3400

Fairbury
Fairbury Auto Parts
210 W. Locust
815/692-4621

Lincoln
P & M Communications
390 S. Limit
217/732-3331

Marengo
The Cellular Connection
Dorchester Estates
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Make the
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\$9.95
a month
plus FREE
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Switch to the
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Plan.** The security
of a mobile phone,
at our best price
ever.

If you currently have a mobile phone security plan at a price you don't feel secure about, now's a good time to switch. Get the best price in town, plus FREE activation (\$35 value). Call today.

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General
Communications
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Grant Electronics
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Main Appliance
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(608)221-7860

Pyramid Telephone
(608)273-9300

Radio Specialty
Company
(608)255-7392

DEFOREST
Access
Communications
(608)846-4363

JANESVILLE
Blackhawk
Telecommunications
(608)752-2021

Mulligans, Inc.
(608)755-0666

Phones Plus of
Janesville
(608)756-8800

Thompson Electronics
(608)754-2858

BELOIT
Computer Business
Services
(608)364-1012

PORTAGE
Communications
Service, Inc.
(608)429-3300

Gaffney Electric
(608)253-3371

South Central Cellular
(608)742-5400

PRAIRIE DU SAC
J & J Electronics
(608)843-4866

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**COMPETITION TODAY
IN THE DALLAS MARKET**

**CELLULAR
TELECOMMUNICATIONS
INDUSTRY ASSOCIATION**

APRIL 21, 1994

DALLAS, TX: COMPETING DOWN TO LANDLINE LEVELS

Given the Texas economy's steady growth, positive NAFTA benefits and the state's general infatuation with the automobile, it's no surprise the battle to sell wireless telecom to Dallas/Ft. Worth's 4.3 mil. pops is fierce.

Especially when industry heavyweights SW Bell and LIN/McCaw are in the face-off. So far, wireline SW Bell holds the lead with a 60/40 sub split, fueled by its 11-year local cellular presence (vs. LIN's eight yrs.), brand-name recognition and strong distribution system.

SW Bell's ace has been its aggressive pricing strategies which have forced LIN (operating under the name Metrocel) to respond with

lower prices for hardware and airtime. The table above shows representative rate plans, detailing the large number of free minutes, especially off-peak, in bundled packages. Rates like these start to give landlines (avg. rate 5¢ per local/long distance min.) a run for their money.

When rates are competitive and phones prices drop to \$1 or less, how do companies compete? By increasing coverage footprint, upgrading technology and strengthening distribution.

Metrocel grew its footprint by 66% in Jan., expanding southward to include Austin and covering 30K sq. miles vs. 18K earlier. SW Bell increased its area, too, adding Oklahoma City and covering 37K sq. miles. Both offer home-rate roaming in expanded areas and special long-distance rates.

LIN/McCaw upgraded to an Ericsson system this month, giving it a digital platform for its 176 Dallas-area cell sites. SW Bell already markets digital, offering up to a 10% discount to nearly 15,000 digital subs, 90% in the Dallas metro.

SELECTED DALLAS PRICING PLANS

Service Plan	Monthly ---Rate/Minute---			---Free Minutes---			Avg. \$
	Charge	Peak	Off-P. Night	Peak	Off-P. Night	/min.	
--SW Bell--							
Association II *	\$39.95	\$0.32	\$0.07	\$0.07	0	600	100 \$0.06
Basic	49.95	0.40	0.07	0.07	0	400	100 0.10
Freedom	59.00	0.32	0.17	0.17	150	200	50 0.15
Executive	99.00	0.27	0.12	0.12	300	350	50 0.14
--Metrocel--							
Association II *	\$39.99	\$0.35	\$0.07	n/a	0	500	n/a \$0.08
Freedom	49.99	0.30	0.15	n/a	----120----	n/a	0.42
Freedom II	57.99	0.32	0.17	n/a	120	250	n/a 0.16
Time Manager 99	99.99	0.28	0.10	n/a	----350----	n/a	0.29

All plans require one-year contracts except (*) which requires two-year contract. Peak hours: M-F 7:00 am-8:00 pm; off-peak: 8:00 pm-7:00 am plus weekends and holidays. Rates include \$.02/min. interconnect fee. © 1994 Paul Kagan Assoc., Inc.

This notice appears as a matter of record only.
October 1993

Lin Cellular Communications Corp.

Has acquired the non-wireline cellular operations in

Texas 17 RSA

Serving 10 counties in East Texas.

from

Eastex Cellular L.P. D. Altos Corp. G.P.

Serving a population of 225,000.

We represented the seller.



3200 Cherry Creek South Drive, Suite 500, Denver, CO 80209 303/778-5555
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Financial Services to the Mobile Communications Industry.

FOR IMMEDIATE RELEASE
Nov. 5, 1992

CELLULAR ASKS FOR NEW SPECTRUM TO EXPAND WIRELESS SERVICES

WASHINGTON, D.C. -- The cellular telecommunications industry will ask the Federal Communications Commission (FCC) to make available to it and to others additional radio spectrum for the provision of expanded wireless communications services.

In comments to be filed Nov. 9 in the FCC's "Personal Communications Services" rule-making, the cellular industry will suggest this new spectrum be allocated to five licensees in each of the market areas used to define cellular service.

The FCC's PCS proceeding is expected to expand the provision of wireless telecommunications to include new services and new providers.

"We realize the fact that new entrants will be competing for the wireless consumer," commented Thomas E. Wheeler, President and CEO of the Cellular Telecommunications Industry Association. "We're asking the FCC to let us compete as well by allowing cellular carriers access to the new spectrum."

Under the FCC rule-making, companies ranging from MCI to Time-Warner and cable television operators plan to expand beyond their existing communications services into services offered over the new spectrum.

"Cellular operators are asking the FCC for the same growth opportunity that will be made available to other communications companies," Wheeler said. "The cellular industry has built a high-risk venture into the world's finest wireless system. In so doing, it has opened the doors to a future in which it has earned the right to participate."